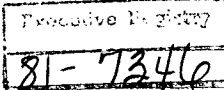


The Director of Central Intelligence

Washington, D.C. 20505



DCI

21 May 1981

Mr. James A. Baker
Chief of Staff and
Assistant to the President
The White House

Jim:

This is a note on the New World Economic Order in today's Safire column. It indicates why I have been urging the appointment as Ambassador to UNESCO of someone capable of fighting off the Soviet Union and the Third World countries on the licensing of journalists, etc. Leonard Marks is available, is by far the most informed, experienced American on this issue and his appointment would win a lot of kudos from the publishers and editors around the country to whom this is a major issue.

William J. Casey

In addition, we pay 25% of the cost of UNESCO while it is being manipulated by the Soviets who are represented by the editor of TASS, who have the personnel director and 27 other jobs there--some of which are held down by Soviet agents. We need someone there who can play big league ball.

Same letter sent to:

Edwin Meese
William Clark
Michael Deaver

NEW YORK TIMES, 2 May 1981

A27

ESSAY

The New Order Changeth

By William Safire

WASHINGTON, May 20 — "The old order changeth, yielding place to new," wrote Tennyson, and for a time it appeared that the third world's ambitious "New Economic Order" would shame the industrial world's old order into a redistribution of wealth and power.

Three events of recent days show that the old order has come to its senses and has begun to resist change in the direction of collectivism and the denial of individual freedom.

1. *International regulation of advertising.* In the name of promoting breast-feeding, the World Health Assembly is voting to forbid all advertising of infant formula. Because some poor nations are afflicted with contaminated water supplies, other nations — with clean water to mix formula, and with mothers who go to work — must conform to international "ethics codes" that restrict information about ways to bottle-feed babies.

All formula should be secret formula, say the third-worldly do-gooders — if powered milk is not advertised, it will go away. Incredibly, 149 nations are ready to sign this code, moved by propaganda about multinational villains killing babies. In so doing, they would start the process of regulating all international marketing of all products.

Our State Department, fearful as ever about voting against the Arab-African bloc, and troubled by the appearance of a lack of enthusiasm for breast-feeding, advised a discreet abstention. The Reagan White House said no, the U.S. thinks such restrictions are wrong, and it would be hypocrisy to approve as international behavior actions that our own courts would condemn as subversive of free speech and free trade. We will stand on principle; the hollering will be fierce.

2. *International regulation of reporting.* The Director General of Unesco, urged on by the Soviet bloc and its third-world allies, is drawing up a "New World Information Order."

In this new order, journalists would be licensed by international organizations and individual governments; they would have to promise to abide by codes that prevent "unfair" criticism or embarrassing exposures; they would be common carriers for the institutions they cover.

As in the infant-formula code, these

restrictions would not stand up in a U.S. court, but would affect Americans doing journalism's business abroad. The American foreign correspondent would be in the same crib as the salesman competing with mothers' milk.

This week, at a meeting in France, free-world newsmen called on Unesco "to abandon attempts to regulate news content." Murray Galt of the Washington Star, backed by the American Newspaper Publishers Association, urged European newsmen to go further: to call for governments to withdraw from Unesco if that totalitarian-inclined world organization goes ahead with its press power grab. Such a threat is the only effective counterpressure — and the Americans are leading the fight.

3. *International regulation of resources.* For five long years, the proposed Law of the Sea (with its apt acronym, LOTS) has been attacked in this space as "the great ripoff." Hornswoggled during the Nixon Administration by Pentagon officials worried about third-world interference with traditional rights of passage through narrow straits, we have since been negotiating a vast giveaway of fundamental rights to explore for resources.

When no government owns the ocean bottom, every individual in the world is free to fish and mine there; but when every government shares in ownership of the seabed, no individual is free to operate there. The fine-sounding "common heritage of mankind" should mean that no government may claim the seas; like fools, we have permitted an interpretation that every government shares in the seas. (The Lockian philosophy is explained by Prof. Robert Goldwin in the June Commentary magazine.)

As a result of that colossal mistake, we nearly signed an agreement that put all free prospecting for minerals under license to an international Sea-Bed Authority. Worse, we were on the verge of setting up an international cartel to compete with private enterprise — with the "Authority" given the power to set production quotas and prices. That super-OPEC would soon gain a stranglehold on any capitalist competition in minerals.

LOTS's purpose? To share the world's wealth, just as the infant-formula prohibitors want to share free enterprise's marketing power, and just as the Unesco collectivists want to share — that is, control — the independent power of the press.

In the nick of time, the Reagan Administration turned back the tide at the Law of the Sea Conference; the great ripoff may never come to pass. Much third-world bitterness ensued, and no wonder — dozens of tinhorn dictators could already taste that power.

Whether the subject be mothers' milk or muckraking or manganese nodules, the principles of free and unrestricted intercourse are being rediscovered and newly defended: to the end, the old order changeth not.